



# An Overview of SDO Programs & Programs

Commonwealth of Massachusetts  
Supplier Diversity Office (SDO)



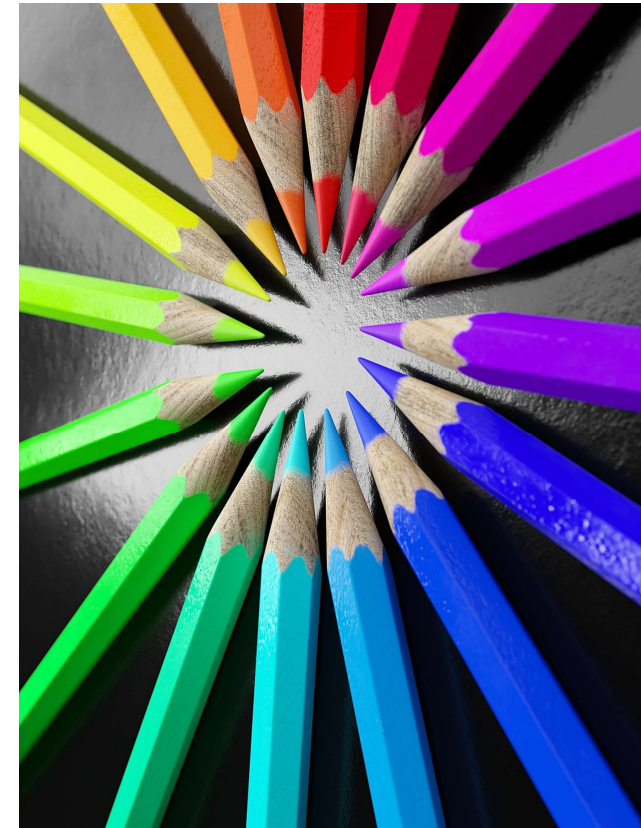
Meghan Costa  
Construction and Persons with  
Disabilities Coordinator

# What is Supplier Diversity?



## Supplier diversity is...

- the business practice of consistently including diverse businesses in an organization's procurement activities
- distinct from workforce diversity
- an important part of the Commonwealth's definition of "best value" in procurement



# SDO's Mission



*To promote diversity, equity and inclusion in State contracting by:*

- 1** Certifying small Massachusetts-based businesses and certain diverse businesses
- 2** Connecting these companies with business opportunities and resources





# SDO Programs



# SDO Programs



**SMALL BUSINESS  
PURCHASING PROGRAM  
(SBPP)**



**SUPPLIER DIVERSITY  
PROGRAM (SDP)**



**CONSTRUCTION  
AFFIRMATIVE MARKETING  
PROGRAM**

# Small Business Purchasing Program (SBPP) Executive Order 599



**Goal:** Increased spending with small businesses

**Purchasing:** Use small businesses to the extent possible based on contract terms, departmental policies, laws and regulations.

**RFQs and Open-Market Procurements (≤\$250K/year):** Award to a Massachusetts-based small business that meets the department's best value criteria.



## SBPP Eligibility

Application through COMMBUYS, with Department of Revenue verification:

- Principal place of business in Massachusetts;
- Business operating for at least one year;
- Currently employs a combined total of 50 or fewer full-time equivalents in all locations;
- Gross *annual* revenues of \$15 million or less based on a 3-year average

The program applies to Massachusetts Executive Agencies as well as entities that participate voluntarily. For more information visit: [www.mass.gov/sbpp](http://www.mass.gov/sbpp).

# Supplier Diversity Program (SDP) Executive Order 599



**Goal:** Increased participation of diverse businesses

**Purchasing:** Use diverse businesses to the extent possible based on contract terms, departmental policies, laws and regulations.

**Open-Market Procurements (>\$250K/year):** Require prime bidders and contractors to maintain partnerships with diverse businesses.

**SDP Evaluation:** Evaluation must be at least 25% of total evaluation criteria.



## BENCHMARK GOALS

- MBE = 8%
- WBE = 14%
- Veteran = 3%

## Eligible Certification Categories

- MBE:** Minority-Owned Business Enterprise
- WBE:** Women-Owned Business Enterprise
- VBE:** Veteran Business Enterprise
- SDVOBE:** Service-Disabled Veteran-Owned Business Enterprises
- DOBE:** Disability-Owned Business Enterprise
- LGBTBE:** Lesbian, Gay, Bisexual, Transgender Business Enterprise

The program applies to Massachusetts Executive Agencies as well as entities that participate voluntarily. For more information, visit: [www.mass.gov/sdp](http://www.mass.gov/sdp).

# Construction Affirmative Marketing Program



- △ SDO monitors and assists municipalities and general contractors with attaining these goals
- △ Municipal projects receiving state funding have project-specific MBE & WBE goals in the design and construction phases (primarily public schools).
- △ Current list of public-school projects with general contractor information at [Massachusetts School Building Authority - MSBA](#)

For more information, visit the [MCAMP webpage](#)

Email: SDO's Construction & Disability Program Coordinator - [Meghan.costa@mass.gov](mailto:Meghan.costa@mass.gov)





# Developing Your Supplier Diversity Program



# The Case for Supplier Diversity

- It reflects our values.
- It represents our citizens.
- It engages our constituents.
- It addresses documented disparities.
- It supports local economies.
- It promotes innovation.
- It enhances competition.
- It improves customer service.



# Program Implementation



## Purchasing

- Available immediately
- Easy to understand and communicate
- Requires minimal procedural changes
- Perfect as the first step



## Contracts and Procurement

- Available with your next planned procurement
- Requires additional effort in marketing business opportunities
- If effective, newly-awarded contractors add to the options available for purchasing



## Fostering Partnerships

- Available with your next planned procurement
- Requires changes to contract language and bid evaluation procedures
- Requires additional effort in contractor reporting and compliance management

# Certification Self-Assessment Tool



[www.mass.gov/sdo/start](http://www.mass.gov/sdo/start)

Mass.gov

Supplier Diversity Office (SDO) > Certification Program for SDO

OFFERED BY: Supplier Diversity Office (SDO)

## Take the certification self-assessment

This interactive tool will ask you a few questions about your business and will recommend the next steps for SDO and third-party certifications your business may be eligible for.

**Disclaimer:** This self-assessment provides general guidance on whether your company/organization may qualify for the Supplier Diversity Office (SDO) programs. However it does not guarantee eligibility for inclusion in the Small Business Purchasing Program (SBPP) or in any of the diversity categories overseen by SDO. Eligibility for the SBPP is made through the COMMBUYS SBPP registration process and eligibility for SDO certification is determined through a certification investigation conducted by the SDO.

### General Questions

Are you a

for-profit business

non-profit organization

government organization

Progress

### Woman Business Enterprise (WBE) Certification

Your company should apply for WBE certification. As a Massachusetts-based new applicant, start the process by registering for and attending a **Pre-Certification Workshop**. The workshop covers our certification criteria, process and required documents. Once you complete the workshop, you will receive a copy of the certification application form to complete.

If you have questions please contact the Supplier Diversity Office at [webmaster.sdo@mass.gov](mailto:webmaster.sdo@mass.gov) or 617-720-3129.

### Small Business Purchasing Program (SBPP) Validation

You should join the **Small Business Purchasing Program - it is a quick online process**. To start, you need to create (or log into) your seller account in **COMMBUYS**. Here are the step-by-step directions:

- If you already have a COMMBUYS account, follow the guidance of **How to Complete or Renew SBPP Registration: Guidance for Seller Administrators** job aid.
- If you do not have a COMMBUYS account, follow the steps in this **COMMBUYS Vendor Registration** job aid. You will be prompted to complete the SBPP application during COMMBUYS registration.

If you need help contact the COMMBUYS Help Desk at [COMMBUYS@mass.gov](mailto:COMMBUYS@mass.gov), 888-627-8283 or 617-720-3197.

Let us help you get started! Click "Next" to enter your contact information.

Progress

### Contact Information

Company Name:\*

City:

State:

Your Name:\*

Phone:\*

Email:\*

Please list any specific questions that you may have for SDO:

Progress



# Program Implementation



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# Imagine Yourself as a First-Time Bidder

## Some Considerations for Removing Barriers for Diverse and Small Business Participation

- **What does the bid solicitation look like?** Consider reducing the...
  - Number of separate documents
  - Number of separate forms to complete
  - Total number of pages to read
- **What is the bidder required to send back?** Consider providing...
  - A clear list of all required documents in one place
- **Is it clear how to get help?** Consider offering...
  - A recorded pre-bid conference that includes a presentation on the scope, requirements and response expectations
  - Training on how to submit a response
- **Are the requirements realistic for a small business?** Consider...
  - Unbundling the scope or splitting it into categories
  - Dividing the service territory into regions
  - Reworking essential requirements (e.g. number of years in business vs. principals' experience, government client experience vs. institutional client experience, etc.)
  - Removing requirements used to reduce the number of bids rather than ensure quality
- **Will the vendor hear back from you?** Consider...
  - Ensuring that each bidder hears from you regarding the results of the solicitation



# SDO Directory of Certified Businesses

Where potential partners are found



[HOME](#)
[WORKSHOP/EVENT SESSIONS](#)
[DIRECTORY OF CERTIFIED BUSINESSES](#)
[COMMBUYS](#)

## Directory of Certified Businesses

Search the Directory

[Search the Directory →](#)
[Download the Directory →](#)
[MassPort Directory →](#)

### Search Filters

**Business Type**  All  Business Enterprise (for-profit)  Non-Profit Organization

**Certification Type**  Match Any  Match All

**Certification Agency**  Match Any  Match All

- ACDBE - Airport Concession-DBE
- PBE - Portuguese Business Enterprise
- VBE - Veteran Business Enterprise
- SBPP - Small Business Purchasing Program
- LGBTBE - Lesbian Gay Bisexual Transgender Enterprise

- SDO - Supplier Diversity Office - State
- UCP - MassDOT Office
- COB - City of Boston
- WBENC - Women's Business Enterprise National Council
- NMSDC - National Minority Supplier Development

NAICS Code and Description: 
 Keywords:

[+ Advanced Search...](#)

**Sort Results By** 
**Sort Order**  Ascending  Descending

**Output Type**  On Screen  As Pdf  Export to Excel

### Search Results - 63 Businesses found

Business Type	Certification Type	Certification Agency	NAICS Code	Keywords	Business Name	Certification Date
All	VBE	SDO	[Any]	None	[Any]	[Any]
Client Id	Region	City or Town	County	Product Code	Distance Search	Sorting
[Any]	All	All	All	All	[Any]	Company Name Ascending

Adjust Filters: Page 1 of 3 Rows 25 per Page

Company Name	City/Town, State	Certification Summary	
Adams & Hudson Construction Company	West Springfield, MA	VBE, VBE (Supplier Diversity Office - SDO)	expand
Amesite, LLC	Vienna, VA	MSL, VBE (Supplier Diversity Office - SDO)	expand
BSL Home Improvement, LLC	Malden, MA	MSL, VBE (Supplier Diversity Office - SDO)	expand
Bountiful Provisions, LLC	Boston, MA	MSL, VBE (Supplier Diversity Office - SDO)	expand
Briggs Family Enterprises, LLC	Stockbridge, GA	MSL, VBE (Supplier Diversity Office - SDO)	expand
Bulaway Underground Utility Locating, LLC	Henrieville, VA	MSL, VBE (Supplier Diversity Office - SDO) DBE (DCI-MassDOT Office)	expand





# Program Implementation

*Three complementary program tracks are available for your program. We recommend that you begin with one and build the program over time.*



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## Contractor Certification Drive

- Encourage Municipalities to conduct contractor certification drives
- The SDO will help you set up your drive
- The SDO will contact companies eligible for certification
- Rob Williams Director of Events & Outreach  
[Robert.Williams2@mass.gov](mailto:Robert.Williams2@mass.gov)





# SDO Certification



# Supplier Diversity Office Certification Program



**U.S. Citizen or lawful Permanent Resident who independently controls the managerial, financial, legal, and operational expertise of the ongoing business**

*Based on at least 51% ownership*

## **SDO Certification Categories**

- Minority Owned Business Enterprise (MBE)
- Women Owned Business Enterprise (WBE)
- Veteran Business Enterprise (VBE)
- Minority Non-profit Organization (M/NPO)\*
- Women Non-profit Organization (W/NPO)\*
- Portuguese Owned Business Enterprise (PBE)\*\*





## **Recognized Third-party Certifications**

- Service-Disabled Veteran Owned Business Enterprises (SDVOBE)
- Disability Owned Business Enterprise (DOBE)
- Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)

*\*based on the majority of board and voting body membership*  
*\*\*only for programs funded by state transportation bond statutes*

# Certification Benefits



-  If awarded a state contract, market products and services to Commonwealth agencies
-  Partner with Commonwealth prime contractors
-  Participate in supplier diversity programs with public & quasi-public entities and private organizations
-  Listed in SDO Directory of Certified Businesses and other resources



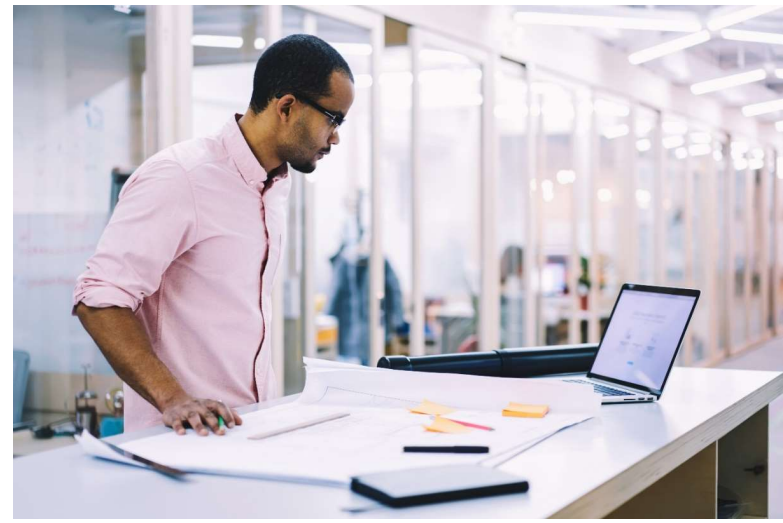


# SDO Training – FREE Virtual Sessions

## *Pre-Certification Webinars*



11/17/2022 from 10: 00 AM to 12:00 PM



## *Certified Business Webinars*



- Onboarding for Newly Certified Business
- Procurement Vendor Readiness for Prospective State Contract Bidders



# Supplier Diversity Hub





# Supplier Diversity Hub: *Serving All SDO Stakeholders*



## Provide users with a suite of tools to implement SDO programs

- Facilitate connections between prime contractors, diverse businesses and buyers
- Streamline agency procurement plans and notices to diverse and small businesses
- Enhance access to resources and information
- Automate manual tasks
- Support agency and contractor reporting and compliance
- Enable best practices



## Supplier Diversity Hub – Public Entities

- Search and select diverse vendors for upcoming bids
- Post opportunities and view interested vendors
- Upload financials to track diversity spending
- Create an interactive dashboard that shows spending patterns
- Option to track upcoming procurements
- Ability to export reports



# Contact Information



## Our Website

[www.mass.gov/sdo](http://www.mass.gov/sdo)

## Supplier Diversity Program

- Website: [www.diversitycertification.mass.gov/](http://www.diversitycertification.mass.gov/)
- SDP Help Desk: [sdp@mass.gov](mailto:sdp@mass.gov)

## Meghan Costa

- Phone: 617-872-4064
- Email: [Meghan.Costa@mass.gov](mailto:Meghan.Costa@mass.gov)

## The Municipal Supplier Diversity Playbook

